

## **P-26: Tobacco Prevention Street Theater**

**Venue:** Community

**Goal:** Preventing Initiation of Tobacco Use

**Sponsoring Organization:** Tacoma-Pierce County Health Department

**Abstract:** The Tobacco Prevention Street Theater provides another medium to involve youth in tobacco advocacy and to educate the public about the dangers of tobacco. Tacoma – Pierce County Health Department (TPCHD) recruited a professional theater director and high-risk youth to develop and put on tobacco education presentations for local events. The performers were given tobacco training to make them stronger advocates. The theater group has completed two performances, one directed to Asian adults and another to small children. The group tailored its presentations to be culturally appropriate through discussion with community leaders and consulting with event coordinators. Currently the group is receiving an infusion of volunteers through the involvement of the local Boys and Girls club. Positive feedback was received, and the group has received several requests for additional performances.

**Recommendations:** Utilize innovative approaches, existing events, and culturally appropriate messages to deliver anti-tobacco information in targeted communities. When engaging high-risk youth, involve adults who are used to working with these groups, and are experienced in handling behavioral issues.

### **Contact for more information:**

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